

TIME: 9:59

DATE: FRIDAY, SEPTEMBER 25, 1953

SPONSOR: PIERCE'S PAINT & ART STORE

SOLICITOR: R.M. Coffman

*Read Quickly!!*

If you have a pretty picture ,print, or photograph that you want to have framed for that bare spot on your wall, bring it to PIERCE'S PAINT & ART STORE, 1196 Main Street, for expert attention, at popular prices! There you can also find a large assortment of Molding hooks, Picture wires, picture backing, mat board, and , XACTO KNIVES...if YOU wish to frame your own picture! PICTURE GLASS and FINISHED or UNFINISHED FRAMES in all the standard sizes and styles, will make that picture a true thing of beauty. Pierce's will give free delivery service to college dorms ,too. So come to PIERCE'S PAINT & ART STORE, 196 MAIN STREET, conveniently located near City Hall. There, you'll always find the best quality products at the lowest possible prices!

Stay Tuned now for OUR GAL FRIDAY, with ROO HERTY, which follows the NEWS.

The correct time is now, ten o'clock.

You are tuned to 600, the Voice of Smith College, WCSR, Northampton.

*Miss  
Mrs.  
Mr.*

*Roo Herty*  
ANNOUNCER'S SIGNATURE



TIME: 4:57  
DATE: Friday, September 22, 1956  
SPONSOR: Pierce's Paint & Art Store  
SOLICITOR: R. M. [illegible]

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*[Handwritten signature]*  
Announcer's Signature